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DiMA Applauds “Credits Due” Initiative

Collaborative efforts like this are critical to helping ensure accurate song metadata is attached to all recordings at the point of creation, says DiMA CEO Garrett Levin

WASHINGTON, D.C. September 21, 2021 — The Digital Media Association (DiMA) today announced its support for the new “Credits Due” initiative, joining with the Ivors Academy, Music Rights Awareness Foundation and other industry stakeholders to tackle the persistent challenge of missing or inaccurate song metadata.

“Incorrect or incomplete data affects everyone in the music community, adding unnecessary costs and inefficiencies while hurting creators who don’t get credit for their contributions, and fans who can’t connect to the artists and songwriters they love,” DiMA President and CEO Garrett Levin said. “We believe the music industry as a whole benefits when we work collaboratively towards common goals, which is why we are proud to join with other stakeholders in this critical initiative.”

The “Credits Due” initiative is focused on ensuring that complete and accurate song metadata is attached to all recordings at the initial point of creation all the way through distribution. By focusing on five key data points – creator identifiers and role codes; musical works identifier; recording identifier; song title and alternative titles; and writer, performer, producer and contributor names – the program will emphasize the importance of accurate metadata for all industry stakeholders.

More information on “Credits Due” can be found at: www.creditsdue.org.

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About The Digital Media Association (DiMA)

DiMA is the leading organization advocating for the digital music innovations that have created unparalleled consumer choice and revolutionized the way music fans and artists connect. Representing the world’s leading music streaming companies – Amazon, Apple Music, Google/YouTube, Pandora and Spotify – DiMA’s mission is to promote and protect the ability of music fans to engage with creative content whenever and wherever they want and for artists to more easily reach old fans and make new ones. www.DiMA.org